About the Contributors

Zongwei Luo is a senior researcher at the E-business Technology Institute, The University of Hong Kong (China). Before that, he was working at the IBM TJ Watson Research Center in Yorktown Heights (NY, USA). He also served as the Affiliate Senior Consultant to ETI Consulting Limited. His research has been supported by various funding sources, including China NSF, HKU seed funding, HK RGC, and HK ITF. His research results have appeared in major international journals and leading conferences. He is the founding Editor-in-Chief of the International Journal of Applied Logistics and serves as an associate editor and editorial advisory board member in many international journals. Dr. Luo’s recent interests include applied research and development in the area of service science and computing, innovation management and sustainable development, technology adoption and risk management, and e-business model and practices, especially for logistics and supply chain management.

* * *

Alp Ariburnu is a graduate student in Marmara University. He is studying in Industrial Engineering Department. His undergraduate study was Industrial Engineering too. He graduated with honor degree with 3.18 / 4 GPA. His graduation project was on inventory management and he created a stock management program for a retailer company using Visual Basic programming tool. Alp is working on parallel machines scheduling with robotics aspect for his thesis. He is experienced in business life as well. He worked in Turkish Airlines which is one of the biggest companies in Europe. Currently, he is working on academic subjects to be beneficial for the literature.

Jaouad Boukachour is an Associate Professor of Computer Sciences at Le Havre University, France. His research interests include: Scheduling Problems, Operational Research, and Supply Chain Management. He has supervised a number of PhD researchers in areas such as logistics and scheduling aircraft landings. Currently, he is supervising six PhD students working on traceability, modelling road traffic, job shop scheduling, scheduling aircraft landings and vehicle routing. He has published more than 30 referred research papers. Within the French CPER 2006 (State-Region Project Contract), he was responsible for Modelling Optimisation and Simulation of physical and information flows in an industrial logistics project. Currently, he heads two projects about tracking container shipments, funded by French National Research Agency (ANR) and CPER 2008.

Mairead Brady is a Lecturer in Marketing at the School of Business, Trinity College Dublin lecturing at undergraduate, masters and to experienced managers. She is a co-author on the 1st European edition

**Armando Carteni**, Civil Engineering degree on Transportation at the University of Naples “Federico II” and PhD in Transportation System Analysis since 2004, is research assistant at the University of Salerno. Research activity has been focused on the development of models and methods for transportation system both for passenger and for freight, main topics are: demand flow direct and indirect estimation; freight demand models (trip and tour based); aggregate and disaggregate models for transportation terminal analysis. Results of research activity, carried out within national and international research projects. He has published over thirty papers on his research in national and international journals and proceedings.

**Nathan S. Caswell** is a Sr. Consultant with Janus Consulting focused on enabling businesses to improve strategic effectiveness, adaptability, manageability, and efficiency by aligning strategic, operational, and IT systems. Over a 27 year career at the IBM Thomas J. Watson Research Center he developed methods for engineering business management and operational systems while leading several projects in the HealthCare, Retail, Food Service, Manufacturing, and Business Transformation areas. Recent work has involved developing analysis models for networks of mutually outsourced businesses. He has received project related awards, holds several patents and authored over 25 professional publications.

**Miguel Gaston Cedillo-Campos** is a Professor of Supply Chain Management and Director of the Supply Chain Research and Development Center in the Tecnológico de Monterrey. He is also a Research Associate for the Logistics Systems Research Unit at COMIMSA. In 2004, he received with honors a PhD degree in Logistics Systems Dynamics from the University of Paris, France. He has worked for logistics businesses in Mexico and as a consultant on supply chain management for companies like Daimler-Chrysler, Caterpillar, Mabe, WTC Confianza, IBM, Met-Mex Peñoles, and several Mexican State Governments. His current research interests include service operations in supply chains, supply chain security, urban distribution, and design of supply chains oriented to emerging markets. He is co-author of book “Dynamic Analysis of Industrial Systems” published by Editorial Trillas.

**Yupo Chan** is Professor & Founding Chair of the Systems Engineering Department at the University of Arkansas at Little Rock. He received his BS degree in civil engineering, MS degree in transportation systems/economics and Ph.D. degree in operations research, all from the Massachusetts Institute of Technology. Dr. Chan has written numerous journal articles and books. The most recent ones include: Location, Transport and Land-use: Modeling Spatial-Temporal Information, Springer-Verlag, Forthcoming, 750 pages (with Web-based software) and Location Theory and Decision Analysis, ITP/South-Western, 2000, 533 pages. (with Computer Software disk) His research interests include telecommunication systems, transportation systems, networks and combinatorial optimization, multi-criteria decision-making, spatial-temporal information, econometrics and technology assessment. He has previously held faculty
positions at the Air Force Institute of Technology, Washington State University, State University of New York, Stony Brook and Pennsylvania State University. Dr. Chan is a Fellow of the American Society of Civil Engineers and has won numerous awards for his work, including the Harland Bartholomew Award of the American Society of Civil Engineers, the Koopman Prize of the Operations Research Society of America and a Congressional Fellowship with the Office of Technology Assessment.

Wu Chengjuan is an undergraduate student of the Shenzhen Tourism College of Jinan University, and her major is ecommerce. Recently she has participated in some research and development projects such as the development of recommender systems in eCommerce and scientific and technological innovation projects and she also interested in analyzing the problems and the future development about logistics industry in China.

Chia-Chu Chiang is an associate professor at the Computer Science department of the University of Arkansas at Little Rock (UALR). Prior to joining UALR, he worked for VIASOFT, a software development company, in Phoenix. Dr. Chiang obtained his Ph.D in Computer Science from Arizona State University in 1995. For many years, he has worked on several projects sponsored by NSF, DOD, and industrial companies including Syntell and Acxiom. His research results have been published in journals, conferences, and book chapters. He is a member of ACM, IEEE, and ABET. Also, he often volunteers to work for conference chairs, reviewers, committee members, and journal editors.

Ren Congying is an undergraduate student of Shenzhen Tourism College of Jinan University. In view of the significance and the developmental trend of eCommerce in future, she selected eCommerce as her main research fields. She has participated in some research and development projects such as the Intangible Cultural Heritage research activity, ‘Nan Feng Chuang’ research activity and scientific and technological innovation projects.

Madan Mohan Dey is a Professor of Aquaculture Economics and Marketing, University of Arkansas at Pine Bluff (UAPB), USA. He is an agricultural economist with twenty years of post PhD experience in multi-disciplinary agricultural research and development activities. His main areas of expertise include aquaculture economics and marketing, international trade policy analysis, food sector modeling, impact assessment, economics of development and diffusion of agricultural technologies, and project planning and management. Before joining UAPB, he worked for various institutes (The WorldFish Center, International Rice Research Institute, and International Food Policy Research Institute) of the Consultative Group of International agricultural Research (CGIAR) system for more than 15 years. He served the Government of Bangladesh for 10 years in different capacities (teaching, research and policy planning), and have conducted collaborative research with other advanced research institutes including the Yale University (USA).

Martin R. Fellenz received his Ph.D. from the Kenan-Flagler Business School at The University of North Carolina at Chapel Hill. He is Senior Lecturer in Organisational Behaviour and Director of Postgraduate Teaching & Learning at the School of Business, University of Dublin, Trinity College. He regularly consults with leading domestic and international firms. Much of this work is located at management board level and focuses on enabling client organizations to adapt to environmental, strategic and technological change, and on developing management capabilities to successfully lead and manage.
such changes. His research focuses on behavioural aspects of organisational change and transformation, in particular the implications of environmental and technological change for individuals, organisational design, and management processes and practices. In addition, he studies organisational justice and fairness; managerial and organisational aspects of evolving global business systems (with a particular focus on service industries); and issues in higher education and management development.

**Erwin Fielt** is currently a member of the Business Process Management Group of the School of Information Technology at the Queensland University of Technology. In his research, he focuses on the intersection between business and ICT where new ICT applications have to result in net benefits for individuals and organizations. Erwin Fielt works as Postdoctoral Research Fellow in the Business Service Management project of the Smart Services CRC. Within this project, he is responsible for coordinating the involvement of the different academic and industry partners and he conducts research on Service Oriented Business Models, Service Portfolio Management and Service Quality Management. Erwin Fielt has a PhD from the Delft University of Technology and a MSc from the University of Twente, both in the Netherlands.

**Emmanuel Fragnière** is Service Operations Management and Risk Management Professor at the Geneva School of Business Administration (HEG). He is head of LEM-HEG, an institute specialized in market researches. He is a Lecturer in Management Science at the School of Management of the University of Bath (United Kingdom). He previously occupied senior positions in risk management (Banque Cantonale Vaudoise, the fourth largest bank of Switzerland and Cargill). His research interests are primarily in risk management and knowledge-based services design and control. His previous research appears in European Journal of Operations Research, Management Science, Interfaces and Environmental Modeling and Assessment.

**Charles H. Fredouet**, MBA, Ph.D, is a professor of supply-chain and sea-port management at Le Havre University (LHU)’s School of Logistics. After 20 years of research in the field of information and decision-support systems, Prof. Fredouet turned to global logistics management (network and process modeling, strategic and operational decision support, local and global performance measurement), with a specific interest to maritime ports (interfacing supply-chain management and sea-port management). He is a member of the Supply Chain Council and reviewing for TRB’s International Trade and Transportation Committee. A former vice-president of Le Havre University, Prof. Fredouet heads LHU’s School of Logistics research center; he has also acted as president of the SEFACIL Research Institute, dedicated to global supply-chain securization and facilitation issues.

**G.R. Gangadharan** is a research scientist at Novay (formerly Telematica Institute), Enschede, The Netherlands. His research interests are mainly located on the interface between technological and business perspectives. His research interests include service oriented computing, Internet software engineering, intellectual property rights, free and open source systems, and business models for software and services. Dr. Gangadharan has published several research papers in international journals, conference proceedings, and book chapters. He is codesigner of ODRL-S, a language for describing service licenses. He has a PhD in information and communication technology from the University of Trento, Trento, Italy, an MS in information technology from the Scuola Superiore Sant’Anna, Pisa, Italy, and an MSc in computer science from Manonmaniam Sundaranar University, Thirunelveli, India. Dr. Gangadharan is a member of the IEEE society. He can be reached at gr@novay.nl
Roman Gumzej, born 1970 in Maribor, Slovenia, received a doctorate in computer science and informatics from University of Maribor in 1999. He worked both in industry (Institute of Information Science, IZUM Maribor) and academia (University of Maribor), before he was elected assistant professor at the Faculty of electrical engineering and computer science at University of Maribor in 2004. He was a visiting researcher at ifak e.V. Magdeburg, Germany in 2002 and at the Chair of Computer Engineering at Fernuniversität in Hagen, Germany in 2007. Currently he is assistant professor at the Faculty of logistics at the same university. His research interests comprise all major areas of hard real-time computing with special emphasis on operating systems, co-design and quality-of-service in embedded and logistics applications. He has conducted a national and co-operated in several national and international research projects. He has authored or co-authored several refereed book chapters, and about 40 journal publications and conference contributions, and is involved in international professional organizations and program committees of several conferences.

Tao Han was born in Shandong Province, China, in 1973. He received his master's degree in automatic control engineering from Shandong University of Technology, Jinan, China, in 1999. In 2002, he received the Ph.D. degree in instrument science and technology from Shanghai Jiaotong University, Shanghai, China. His Ph.D. dissertation was on the wireless SAW sensors and identification tags. He currently works in Shanghai Jiaotong University as an associate professor. His research interests are in the field of acoustic sensors and signal processing in measurement. Dr. Han is a member of IEEE, and a senior member of China Instrument and Control Society.

Albalicia Martínez-Hernández is a Professor of Service Operations at the Universidad Tecnológica de Torreón and a Research Associate for the Logistics Systems Research Unit at COMIMSA, an Engineering Consulting Firm and Research Center that belongs to the National Council of Science and Technology of Mexico. In 1998, she graduated from Instituto Tecnológico de la Laguna, as an Industrial Engineer. In 2007, she got her Master in Science Degree in Industrial Engineering and Manufacturing Systems, from COMIMSA (National Council of Science and Technology) in Saltillo, Coahuila. She worked in the private sector for industrial businesses in Mexico. Currently, she is a member of the board of the Strategic Center for Company Development (CEIDEM).

Sergio Hernandez is a Ph.D. candidate in Industrial and Systems Engineering at Florida International University, Miami, and holds a MBA from Universidad de los Andes, Bogotá. Since 2003 he works as Assistant Professor at the Universidad de los Andes School of Management, Bogotá, teaching Modeling in the undergraduate program and Value Network Management in the graduate program. He also works as consultant at the Center for Strategy and Competitiveness (CEC) of UniAndes School of Management. Formerly he was a Manager and Senior Consultant at Deloitte and Arthur Andersen.

Luo Jing earned her Master of Art majoring in English in Northwestern Polytechnic University of China, with an emphasis in applied linguistics, translation and cross-cultural communication. Now she works as a teacher in Shenzhen Tourism College of Jinan University. Her research focuses on tourism English, business English and culture.

Manjunath Kamath is Professor and Graduate Program Director of Industrial Engineering and Management, Oklahoma State University, Stillwater, OK. He is also the Director of the Center for Computer Integrated Manufacturing Enterprises and Associate Site Director of the Center for Engineering Logistics.
About the Contributors

and Distribution (CELDi), a multi-university NSF-I/UCRC. He has an extensive research background in enterprise modeling, discrete-event systems modeling and performance evaluation using queuing theory, discrete-event simulation, and Petri nets. His current research focuses on the development of freight movement modeling methodologies, development of a process-modeling framework for next-generation enterprises, modeling supply chain networks, and modeling knowledge work environments.

Ying Tat Leung is a Research Staff Member in the Services Research Department at the IBM Almaden Research Center in California. His current research interests are on the modeling of different aspects of service enterprises, including their business strategy, business performance, and the value of their business transformation. Before moving to Almaden in 2004, he spent almost 10 years at the IBM Thomas J. Watson Research Center in New York, working on various subjects spanning the entire supply chain. Prior to IBM, he was a Senior Member of Research Staff at Philips Laboratories, the research arm of Philips Electronics, in New York. Ying Tat holds a B.Sc. from the University of Hong Kong, M.S. and Ph.D. degrees from the University of Wisconsin – Madison, all in Industrial Engineering.

Gong Li, presently a PhD student majoring in Industrial Engineering at North Dakota State University. He obtained his B.E. degree of Mechanical Engineering and M.E. degree of Mechatronic Engineering in 1996 and 2003, respectively, from China University of Mining and Technology, China. Having accumulated more than ten years’ research experience, Mr. Li’s research interests include green supply chain management, advanced manufacturing technology, electromechanical integration technology, process simulation and optimization. Mr. Li is a member of IIE and ASME.

Yang Li is a principal research scientist from British Telecom (BT). He received BSc, MSc and PhD degrees in computer science and has applied intelligent technology to the areas of service creation, marketing, delivery and management. Yang is an inventor of 17 granted and filed patents, and founded IEEE international workshop series on “Barriers towards Internet-Driven Information Services”. He published extensively in the leading journals and conferences, winning accolades such as “top accessed article in IJSEKE” and “BT Gordon Radley papers premium”. Beyond his thought leadership, Yang has also successfully led the downstream of his research innovations to BT Lines of Business, such as automated service reservation tool, saving millions of pounds for the company. He is a frequent industrial supervisor for MSc, PhD students and graduates from top UK universities and also serves as an editorial member for a number of international journals, conferences and workshops.

Martin Lipičnik, born 1947 in Celje, received a doctorate from the Faculty for Architecture, Civil engineering and Geodesy at the University of Ljubljana in 1984. After graduation he started to work on projects for a construction company in Celje in 1970 where he held the position of the head of the construction sector. After that he pursued his academic career by continuing his studies at the Faculty of civil engineering in Zagreb from which he obtained the Master of Science degree in 1979. He was a co-founder of the Roads and road-traffic department at the Faculty of Technical sciences at the University of Maribor. After the foundation of the Faculty of Civil Engineering at the same university he was one of the initiators of the study-program Traffic Engineering at this faculty and successfully led the program-research group Traffic and Logistics for a number of years. He founded the Institute of Traffic Sciences to examine the harmonized function of the uniform traffic system and led the Traffic management project team after the foundation of the Centre for Interdisciplinary and Multidisciplinary research
About the Contributors

and Studies of the University of Maribor in 2001. At about the same time when the project team grew into the Institute of logistics CIMRS UM, he was empowered the manager of the newly-founded Faculty of logistics at the University of Maribor and since then holds the position of the dean. He is involved in numerous national and international professional organizations and conference boards as president or member. Among other he is president of the annual traditional International scientific and professional congress named Transport, Traffic, Logistics and member of the Committee for international relations at the University of Maribor. He also led the project council for the Optimization of the public bus traffic in the Republic of Slovenia at the Ministry of Transport, and has been a member of the project council for the preparation of the traffic policy of the Republic of Slovenia. He is a national coordinator of the international COST project (COST C6 - “Towns and infrastructure planning for safety and urban quality for pedestrian”) and national coordinator of the bilateral scientific cooperation with the Republic of Hungary and with the Republic of Croatia. He also led the projects of the Slovenian distribution centers for the Slovenian Logistics Cluster (TLG). He is author of six books, two patents and many articles published in magazines, congresses and symposiums.

Hing-Po Lo is a Professor in Statistics in the Department of Management Sciences, City University of Hong Kong. He is also the Director of the Statistical Consulting Unit at the University. As an applied statistician, Dr. Lo has been promoting the application of statistics through teaching, research, and consultancy for many years. Dr Lo’s research interest is in discrete choice modeling, competitive bidding and statistical modeling in marketing research and transportation. He has published articles in Biometrics, Ecology, Transportation Research, Transportmetrica, Canadian Journal of Statistics, European Journal of Marketing, Journal of the Operational Research Society, Journal of Urban Planning and Development, ASCE, Construction Management and Economics, and Journal of Construction Engineering and Management.

Joyce M.W. Low is a Research Fellow in the National University of Singapore. She received her Bachelor’s and Master’s degrees from the Business School before obtaining her PhD degree in 2009 from the same university. Parts of her doctoral dissertation have been published in respectable journals such as Journal of Air Transport Management, Transportation Research Parts A and E, Networks and Spatial Economics and International Journal of Production Economics. She is also an active reviewer for a number of international journals in the disciplines of transportation, logistics and economics.

Tobias Mettler at present, after working several years in the consulting business, is employed as researcher at the Competence Center Health Network Engineering, Institute of Information Management at the University of St. Gallen (http://ehealth.iwi.unisg.ch). He holds a master’s degree in information systems of the University of St. Gallen and is currently working on his PhD in the field of organizational change engineering of health service providers.

Farhad Moeeni is professor of Computer and Information Technology and the Founding Director of the Automatic Identification Laboratory at Arkansas State University. He holds a M.S. degree in industrial engineering and a Ph.D. in operations management and information systems, both from the University of Arizona. His articles have been published in various scholarly outlets including Decision Sciences Journal, International journal of Production Economics, International Journal of Production Research, International Transactions in Operational Research and several others. He is a frequent guest
lecturer on the subject of information systems at the “Centre Franco Americain”, University of Caen, France. Current research interests are primarily in the design, analysis and implementation of automatic identification for data efficiency and quality. Methodological interests include design of experiments, simulation and operations research techniques. He is one of the pioneers in designing and teaching the subject of automatic identification within MIS programs. Dr. Moeeni is currently the principle investigator of a multi-university research project funded by Arkansas Science and Technology Authority, Co-founder of Consortium for Identity Systems Research and Education (CISRE), and on the Editorial Board of the International Journal of RF Technologies: Research and Applications.

Zhang Mu is a professor and Chief of the GIS & Tourism Laboratory at the Shenzhen Tourism College of Jinan University, China. He earned his Bachelor and Master degree both major in Geography and later received a diploma and a Ph. D degree in Geography from Fujian Normal University of China, mainly focus on the GIS application in resources development and environment protection. In his postdoctoral research, he also engaged in GIS technology applications and the projects researches have involved agriculture, land use and tourism planning. Since 1985, he has been working as a teacher in college and university for more than 23 years and involved in several national and local government R&D projects. His research interests include geography, e-commerce in tourism, tourist resources development & planning, and the GIS application in tourism. He has more than 70 publications to his credit in Chinese and international journals or conferences in these areas.

Malgorzata Pankowska is an Assistant Professor of the Department of Informatics at the Karol Adamiecki University of Economics in Katowice, Poland. She received the qualification in econometrics and statistics from the Karol Adamiecki University of Economics in Katowice in 1981, the Ph.D. degree in 1988 and the Doctor Habilitatus degree in 2009, both from the Karol Adamiecki University of Economics in Katowice. She participated in EU Leonardo da Vinci Programme projects as well as gave lectures within the Socrates Program Teaching Staff Exchange in Braganca, Portugal, Trier, Germany, Brussels, Belgium, and in Vilnius, Lithuania. She is a member of ISACA and the Secretary in the Board of the Polish Scientific Society of Business Informatics. Her research interests include Virtual Organization development, ICT project management, IT outsourcing, information governance, and business information systems design and implementation.

Antti Posti (26) graduated as a Master of Science in Department of Industrial Engineering and Management, majoring in Logistics and Supply Chain Management at Lappeenranta University of Technology in 2009. Posti did his Master’s Thesis at University of Turku in the Centre for Maritime Studies in the research project, which examined Finnish transit traffic and value-added services related to it. He has also completed a Bachelor’s Degree in Electronics and Telecommunications Engineering at Kymenlaakso University of Applied Sciences in 2006. Posti has worked in different types of jobs mainly in the fields of logistics and information technology. Currently, Posti works at University of Turku in the Centre for Maritime Studies as a researcher in the project, which studies the role of tracking and tracing of cargo deliveries in seaport related supply chain. The main purpose of the project is to clarify, in which ways the companies in the supply chain track and trace the transportations.

Hennariina Pulli (28) graduated as a Master of Science in Department of Industrial Engineering and Management, majoring in Knowledge Management at Lappeenranta University of Technology in
2005. Pulli did her Master’s Thesis in the research project, which studied electronic invoicing and the factors that affect the adoption of electronic invoicing in companies. Pulli has worked, among others, as a production planner at a telecommunication industry company Tellabs. Currently, Pulli works at University of Turku in the Centre for Maritime Studies as a researcher in the project, which studies the role of tracking and tracing of cargo deliveries in seaport related supply chain. The main purpose of the project is to clarify, in which ways the companies in the supply chain track and trace the transportations.

Peter Rohner is managing the Competence Center Health Network Engineering which is concerned with e-government and e-health issues, at the Institute of Information Management at the University of St. Gallen (http://ehealth.iwi.unisg.ch). He earned a master’s degree in information systems and a doctorate degree with a work on architecture and integration of distributed systems. He is currently working on his postdoctoral lecture qualification in the areas of e-government and e-health. He is a member of several Swiss national expert panels in these two interconnected fields and managing partner of BEG & Partners, a consultancy specialized in management of hospitals and public administrations (http://www.begpartners.com).

Jing Shi received his Ph.D. in industrial engineering from Purdue University, West Lafayette, IN, USA in 2004. He is currently an Assistant Professor in the Department of Industrial Engineering at North Dakota State University, Fargo, ND, USA. His research interests include wireless sensor network/RFID, computer vision, structure health monitoring, and mathematical modeling for renewable energy and health care systems. He has authored more than 40 papers on these topics, which have been published in referred journals and conference proceedings. Dr. Shi is also a member of IEEE, IIE, and ASME.

Yongan Shui graduated from the physics Department of Beijing University, Beijing, China in 1953. Since 1978, he has been an associate professor and professor with the Institute of Acoustics at Nanjing University, Nanjing, China. He was a visiting scientist at Ginzton Laboratory of Stanford University, Stanford, CA, from 1982 to 1983; a research professor at the Polytechnik Institute of New York in 1983; an invited professor at ‘Ecole Sup’erieure de Physique et de Chimie Industrielles de la Ville de Paris (ESPCI), Paris, France, from 1987 to 1988; a visiting professor at the Material Research Laboratory, Pennsylvania State University, University Park, PA, from 1983 to 1984. He now is retired from Nanjing University and works as adjunct professor of Shanghai Jiaotong University, Shanghai, China. Professor Shui is a fellow of the Acoustic Society of China. His research interests include surface acoustic wave (SAW), SAW devices, ultrasonic transducers, and nonlinear acoustics. He has published more than 80 papers and received many awards from the State Education Ministry, Jiangsu Province, and the Ministry of Electronics of China.

Mario Cantú Sifuentes is a Professor of Industrial Statistics and a Research Associate for the Logistics Systems Research Unit at COMIMSA. He got the Industrial Engineering degree at the Saltillo Institute of Technology. He received a PhD degree in Statistics from the University of Chapingo, Mexico. Dr. Cantú-Sifuentes has a Master in Science Degree in Nuclear Engineering from the National Polytechnic Institute of Mexico and a Master in Science Degree in Statistics from the Universidad Autónoma Antonio Narro. From 1977 to 1983 he worked in projects for private and public sectors. His research work in statistics has been published in several leading academic journals and international conferences.
Loon Ching Tan is an Associate Professor and Head of the Department of Industrial and Systems Engineering in the National University of Singapore. He obtained a PhD degree in 1992 from Cornell University in the field of Operations Research. He is on the editorial review board of the Journal of Quality Technology and has been an active reviewer for a number of international journals. He has been consulted on problems demanding innovative applications of probability, statistics and other operations research techniques; and is also a well-known trainer in Six Sigma.

Ulla Tapaninen (39) graduated as a Doctor of Technology at Helsinki University of Technology in 1997. Professor Tapaninen has also completed a degree of Master of Philosophy at Cranfield University in 1996. Previously, Tapaninen has worked, among others, in various tasks of an expert in a Finnish shipping company Finnlines Oy (1996–2006) and as a researcher in the field of logistics at Helsinki University of Technology (1992–1996). In 2006, Tapaninen started as a professor at University of Turku in the Centre for Maritime Studies. She has a long experience in public (national and EU) funded research projects since 1992 as a Researcher, Project Director and Board member in the areas of logistics, maritime and cross-border transportation, logistics information handling and maritime safety.

Albert K. Toh is an associate professor of psychology in the Departments of Social & Behavioral Sciences, University of Arkansas at Pine Bluff (UAPB). He received his MSc. Degree in applied psychology from Aston University, UK, and Ph.D. in Human Factors/Psychology from University of South Dakota (1983). He was a visiting scientist at the Cognitive Science Lab of Catholic University of America, and has held academic positions in Nebraska and Ohio. Prior to the academia, he has previously worked as a Human Factors professional in the US Department of Transportation and various consulting companies in the areas of traffic safety and applied cognitive research. His current research interests include Human Factors in supply chain/logistics, collaborative e-commerce, and risk perception and analysis.

Magali Dubosson Torbay is Marketing Professor and Director of the Geneva School of Business Administration (HEG) where she teaches Services marketing and Marketing Strategy. She is also a Lecturer at Ecole Polytechnique Fédérale de Lausanne (EPFL, Switzerland) and Essec Management Education (Paris, France). How to price and distribute knowledge-based services are her core research areas. She is also working on the following academic topics: services marketing, internet business models, web 2.0 marketing, e-services, netnography, service risk management, and wealth management. Her previous research appears in Journal of Services Research (IIMT), Journal of Wealth Management and Thunderbird International Management Review.

Marcus Thiell holds a Ph.D. in Business Administration (Dr. rer. pol.) from Friedrich-Alexander-University in Erlangen-Nuremberg, and a MBA (Diplom-Kaufmann) from Hamburg University. He has worked as Research Associate at the Department of Industrial Management at the Friedrich-Alexander University in Nuremberg, and as lecturer in Economics at the Akademie des Handwerks in Hamburg. Since 2007 he is Assistant Professor at the Universidad de los Andes School of Management, Bogotá, teaching Operations, Logistics, Supply Management and Value Network Management in undergraduate, graduate, and executive programs. He also works as consultant at the Center for Strategy and Competitiveness (CEC) of UniAndes School of Management.
**About the Contributors**

**Bikem Turkeli** is a graduate student in Marmara University, Industrial Engineering Department. She is graduated from Işık University, Industrial Engineering Department with full scholarship. She completed the Minor Program in Computing Systems offered by the Department of Computer Engineering. She is graduated with Honor degree with 3.10 / 4.00 GPA. Her graduation project was about order picking and during her study; she used Visual Basic programming language. She is now working on solving bi-criteria open shop scheduling problem with Genetic algorithm and Tabu Search algorithm. In her thesis study, she will develop JAVA programming language for Genetic algorithm and Tabu search algorithm and will use this structure in open shop scheduling problem program. She did her practical trainings in FORTIS Bank and in BSH (Bosch and Siemens Home Appliances Group) Washing Machine factory.

**Masayuki Ueda** was born in Sendai City (Miyagi Prefecture), Japan in 1975. He earned a bachelor’s degree in commerce from Otaru University of commerce in 1999. And, he earned a master’s degree (2002) and a doctor’s degree (2006) in business administration from Hokkaido University. He belonged to the Venture Business Laboratory of Hokkaido University, where he was a part-time researcher from 2006 to 2009. He has been a part-time instructor at Sapporo University and Sapporo Gakuin University since 2007. His current research interests are focused primarily on decision support with non-mathematical problem description. He is a member of JSPM (The Japan Society for Production Management).

**Özalp Vayvay**, Ph.D., is working of Industrial Engineering Department at Marmara University. He is currently the Chairman of the Engineering Management Department at Marmara University. His current research interests include technology & innovation management, business process reengineering, total quality management, operations management, supply chain management. Dr. Vayvay has been involved in R&D projects and education programs for a over the past 10 years.

**Li Wenli** earned her Ph. D. degree from the University of Hong Kong with an emphasis in supply chain management. Now she works as an associate professor in Shenzhen Tourism College of Jinan University. Her research interests cover supply chain management, revenue management, service management and service marketing.

**Ye Xiang** is an undergraduate student of the Shenzhen Tourism College of Jinan University. He has participated in some R & D projects such as “Nan Feng Chuang” research activity, Challenge Cup in Jinan University and Scientific and technological innovation projects. He also interested in analyses of the present situation and the problems about logistics enterprise in China. And the eCommerce is his main research fields.

**Xue-Ming Yuan** is a Research Scientist of Singapore Institute of Manufacturing Technology (SIMTech) and Adjunct Associate Professor of the Department of Industrial and Systems Engineering, National University of Singapore. He has held various academic positions in China, France, Hong Kong and Singapore. He has published a number of scientific papers in the leading academic journals which include IEEE Transactions, IIE Transactions, Operations Research, European Journal of Operations Research, Journal of Applied Probability, etc. He has been leading many research and industry projects in the areas of Demand Forecasting, Inventory Network Optimisation, Global Supply Chain Optimisation and Management, Stochastic Models and Algorithms, and E-Commerce Fulfillment. His academic and industrial contributions and achievements have been included in Marquis Who’s Who in the World, Marquis Who’s Who in Science and Engineering.